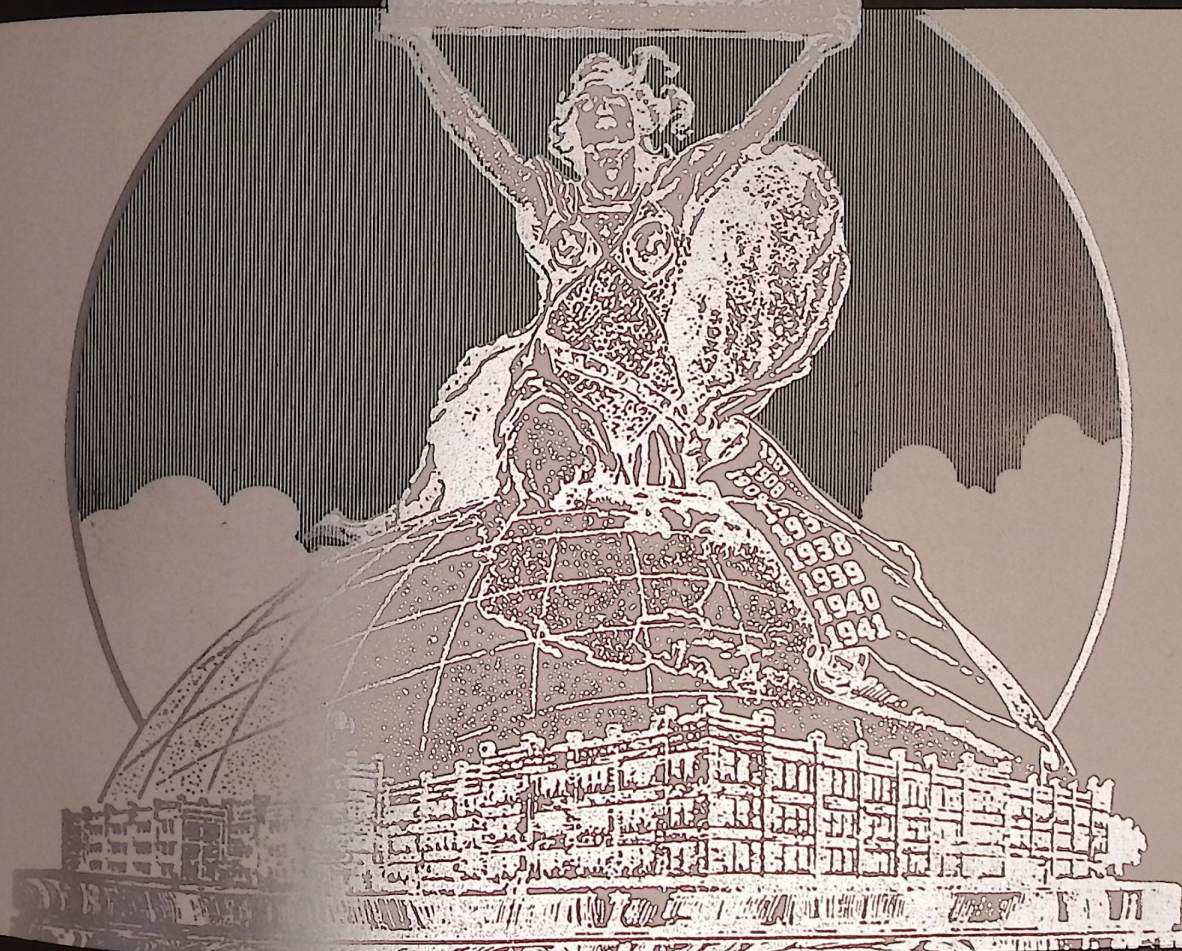


THE REVIEW

Vol. XXXV—No. 15

March 20, 1941

OTHERS BEST



You Can Win

The Finest Vacation You've Ever Known!

Jim Talcott Tells You How
In This Issue


SOMETHING WORTH WORKING FOR

**Every salesman who has ever won
the North-Woods Vacation Trip is
eager to win again.**

**Which is the best proof that it's
worth your best effort.**

No one to beat but yourself.

The REVIEW



Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.

THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, MARCH 20, 1941

No. 15

The More You Learn the More You Earn

Someone has said that it is not hardening of the arteries but hardening of the ideas that makes men grow old. You and I sometimes wonder how the other fellow does it. Every time I attempt to analyze the successful man in this business, I come pretty much to the same conclusion, and find that, summed up, he isn't much different than you or I as far as our ability and knowledge are concerned, but he is just the type that feels he is in business for himself. He keeps complete records of his operations. He plans his work. He responds to every idea that he can lay his hands on. He is imbued with the thought that he must write business every day. He feels that he is doing his prospects and customers a service by offering them his line. He has the enthusiasm, the determination, to make a success of the business he is in and he backs this up with work and intestinal fortitude.

I think sometimes many of us are too prone to take advantage of what might be termed God-given ability as far as appearance, personality and conversation are concerned, relying too much on that and not spending the time, thought and study, in fortifying these God-given assets by knowledge of ourselves, our prospects and our business. The man who is going ahead in this, and in every other business, is the man who feels he must put a part of each twenty-four working hours in study of his territory, prospects and line.

Summed up, I think most men in the selling field these days, in all lines of selling work, realize that month by month and year by year it demands a greater determination and effort on our part to learn more, and I hope every one of you not only agree on this point, but are putting forth the effort that will make you learn more, which in the final analysis means earn more.

How long has it been since you have thoroughly gone over your entire sample line with your pricer? At home or in your room at the hotel, try it, and see the many new things that you can learn and the new ideas you can get. Try it tonight, and I'll wager that you will repeat it at least one night every week.

J. Mackey

DEAR MAC:

Your letter of the 8th inst., with which was enclosed the labels, came to me this afternoon. Your count tallies with mine. I am pleased that there are more quota busters this year than crossed the line a year ago.

I have had my program prepared for some time and freely promise that the fruits I shall ship will at least measure up to the quality of a year ago.

'Tis said that "variety" is the spice of life." With that in mind I have decided to include in each box of FLORIDA GOLD the following assortment:

MARSH SEEDLESS GRAPEFRUIT
PINK GRAPEFRUIT
VALENCIA ORANGES
TEMPLE ORANGES
KING ORANGES
WILLOW TANGERINES

Of course there will be the usual trimmings. The tops of each box will be garnished with Kumquats, and there will be a small jar of jelly with an orange blossom inside the jar. I am trying to find enough Tangelos that in addition a few of this most delicious fruit may be added. I hope to ship every box before the end of this week. Far distant shipments shall be the first to go forward.

Whatever enjoyment winners of these boxes of Florida's delicious fruits may derive cannot, I am certain, be greater than the pleasure I am afforded in looking after the selection and forwarding of these many shipments, which will go to our salesmen in practically all parts of the U. S. A. I shall be greatly interested to learn how each shipment arrives at its destination.

Cordially yours,

KING GERLACH.

"Business Goes Where It Is Invited and Stays Where Appreciated"

The Summer Vacation contest is in full swing. I could list quite a number of men who are sure to win. They are the ones who have had the experience and know the full value of a visit to headquarters followed by four wonderful days of comradeship in the North Woods with their fellow workers.

Many sales contests are based on a competitive basis. This one, however, is up to each individual without competition with others. The four classifications constituting the terms of the contest are based on a very good, steady production, mid-year volume. We all realize that the thousands of early buyers that buy early have already committed themselves. Not over one-half of each day should be spent on follow-up calls. At least one-half of each day should be devoted to cold turkey calls.

It would be a very good plan if every Gerlach-Barklow salesman would incorporate in his sales presentations the old saying that "business goes where it is invited and stays where it is appreciated." The foundation of successful business is based on these two thoughts. It is of utmost importance to show appreciation to customers, but it is equally important to invite patronage from new ones.

Skeezix, in the Gasoline Alley cartoon, learned an important lesson in selling at the age of twenty. He learned that he must specialize on one item at a time and plug that hard. When he has learned how to sell one item he will start on another and eventually learn how to sell the whole line in that way.

We anticipate a big crowd of winners—the more the merrier. The actual dates will be settled soon and will be somewhere around the middle of July.

James R. Talcott

Nobody to Beat But Yourself

YOU can win a fishing trip this summer! The terms of the 1941 Fishing Contest fit everybody. You compete only against yourself.

During the 10 weeks from March 17 to May 24, you must sell—

40 Orders Totaling \$4,000

... or ...

50 Orders Totaling \$3,500

... or ...

60 Orders Totaling \$3,000

... or ...

70 Orders Totaling \$2,500

Large commercial specials do not count. All orders must be complete and ready for manufacture.

START NOW—and write your own ticket to the Great North Woods. Aim for business every day, and you are on the road to success. Remember, of course, that the fishing trip is a sort of bonus for good work. The more you sell, the more you earn anyhow!

The *Best* Vacation You've Ever Had

YOU'RE MAKING THE MOST OF YOUR OPPORTUNITY

**THE GREAT VACATION CAMPAIGN OPENED WITH A
BANG! ON SAINT PATRICK'S DAY AND IS ALREADY
IN FULL SWING**

**REMEMBER—NOBODY TO BEAT BUT YOURSELF
LET'S GO!**

John Mur of California opens the column with a \$1,200 sale of "Grand Canyon of the Yellowstone" sold to a CEMETERY ASSOCIATION, an old customer.

R. S. ("Nick") Osburn of Illinois makes a \$1,050 sale of special calendars to an ENGINEERING CORPORATION—an old customer.

King Gerlach of Florida holds a good old customer with a \$1,000 sale of "The Right o' Way" and Will Rogers to a HARDWARE AND FURNITURE DEALER.

J. P. Robinson of Illinois sold Religious calendars to a FUNERAL DIRECTOR—an old customer—for \$376.

G. B. Falls of Indiana sold "Spanky's Safety Patrol"—a complete campaign—to a WINDOW GLASS SALES COMPANY—a new customer for \$342.

John M. Gilbert of South Carolina made a \$200 sale of Art Mounts assorted to a FURNITURE DEALER to advertise "EVERYTHING FOR THE HOME, ON EASY TERMS."

WHEN WORDS FAIL, SEND FLOWERS

Sold by A. McWilliams on "Forever Yours" to a Florist.

A. A. Bender of Ohio made a \$145 sale of F. D. Service to a FUNERAL DIRECTOR—an old customer.

G. R. Russell of Idaho made a \$130 sale of Business calendars to a MUTUAL LIFE INSURANCE COMPANY.

Hugh T. Estes of Virginia created a beautiful new account with a \$330 sale of "The Guiding Hand" to a SAVINGS BANK. This is a complete campaign, consisting of R-15, R-9 and R-4 hangers and the slogan is "BEGIN SAVING TODAY."

Charlie Chamberlain of Pennsylvania made a \$151 sale of "Autumn Rhapsody" to a FURNITURE DEALER—an old customer.

EVERY TIME WE MAKE A FRIEND WE GROW A LITTLE

Sold by Bill Herrmann on Will Rogers to a Plumber.

EVERY TIME WE MAKE A FRIEND WE GROW A LITTLE
Sold by P. H. Keboch on Will Rogers to a Coal Dealer.

Clyde Estes of Arkansas sold "My Blue Heaven" to an INSURANCE AGENCY for \$181 to advertise "OUR SIXTIETH ANNIVERSARY."

T. S. Gosten of New York made a \$117 sale of "My Bonnie" to a TANK PROCESSING CONCERN—a new customer.

Joe Henderson of Alabama makes a \$145 sale of "Down on the Farm" sold to a PRODUCE COMMISSION HOUSE.

Sidney Hodson of Michigan sold Holiday Greeting HG4265 to a DAIRY—an old customer—for \$115.

L. R. Shepard of New York sells "Happy Bluebird Family" to a COLD STORAGE COMPANY for \$160.

Frank Minehart sold Religious calendars to a FUNERAL HOME for \$186. These are for Church distribution.

Larry Moss of North Carolina sold FD Service to a FUNERAL HOME for \$109.

James R. Flint of New York made a \$136 sale of "Priceless Heritage" to a dealer in FUEL AND BUILDERS' SUPPLIES.

George B. Corrigan made a \$100 sale of "Clipper Ship Surprise" sold to a MARINE REPAIR SHOP.

W. A. Scheafer of Pennsylvania makes a \$351 sale of Bluebird calendars to a dealer in FUEL AND BUILDERS' SUPPLIES to advertise "FORTY YEARS OF RELIABLE SERVICE."

SERVICE IS NOT OUR MOTTO — IT'S OUR BUSINESS
Sold by J. B. Whitton on Cathedral Fans to a Funeral Director.

Clyde Estes of Arkansas made a \$100 sale of "Springtime" in R-5 to an ICE CREAM MANUFACTURER—a new customer.

C. M. Roadstrum of Michigan sold "Spirit of America" to a CLEANER, an old customer, for \$100.

W. F. Dunlap of Georgia made a \$100 sale of "Priceless Heritage" to a STATE BANK to advertise "YOUR PERSONAL BANK."

Bill Herrmann of Michigan sold 250 "Coming In" in R-15 to a MANUFACTURER OF OIL BURNING EQUIPMENT.

G. R. Russell of Idaho sold 500 S-257-VH "Happy Bluebird Family" to a DAIRY to advertise "BETTER MILK SINCE 1910."

P. M. Winter of Pennsylvania sold 3000 Etchcraft Fans to a FUNERAL DIRECTOR.

S. E. Adams of Colorado sold "A Long Life and a Healthy One" (a complete campaign) to a CREAMERY.

OUR MOTTO — QUALITY, SERVICE AND INTEGRITY
Sold by G. W. Hawkins on Will Rogers to a Coal Dealer.

QUALITY AND SERVICE WITH A PEDIGREE

Sold by Alan J. Kidd on "Steady" to a Chevrolet Dealer.

Mr. Adams also sold a complete campaign of "Priceless Heritage" to a CHEVROLET DEALER—a new customer.

A. A. Bender of Kentucky made a \$100 sale of Memorial Records and FD Service to a FUNERAL DIRECTOR.

Sam Raborn of West Virginia sold "Spirit of America" to a NEWS-PAPER PUBLISHER—a new customer.

O. M. Wildman of California sold "Silver Dawn" in D-64 to a NATIONAL BANK to advertise "WE GROW THROUGH SERVICE."

Mr. Wildman also sold a complete campaign of "Spanky's Safety Patrol" to a FORD DEALER.

B. A. Day of Connecticut sold "Be Sure You're Right" to a BUSINESS COLLEGE.

L. B. Nobles of Texas sold DeLuxe Memorial Record booklets to a FUNERAL DIRECTOR.

Walt Olson of Illinois sold "Proud Mothers" on Farm Record calendars to a LIVESTOCK TRUCKER.

Mr. Phillips of Indiana created a new account with a sale of "All-American" billboards to a FUNERAL HOME.

B. Sparks of Mississippi sold 1000 Ger-Bars to a FURNITURE DEALER—a new customer.

Larry Moss sells "On the Way to the Meet" to an AUTO SPRING REPAIR COMPANY, a new customer.

BEAR US IN MIND WHEN YOU WANT THE BEST FUEL

Sold by Walter Olson on "Come Back Here" to a Coal Dealer.

Ben Bercovit of Pennsylvania sold "Happy Bluebird Family" to a GROCERY AND MARKET.

W. F. Dunlap of Georgia sold 3000 "Bright Bouquets" Blotters to a FLORIST.

L. B. Nobles of Texas created a new account with a sale of "Spring-time" to a dealer in SCRAP PAPER AND RAGS.

S. C. Whalen of Pennsylvania sold "Peekaboo" to a TAXICAB SERVICE.

Mr. Whalen also made a new customer with a sale of "Houghton Mill" to a SANITARIUM.

J. Milton Wigley sold 300 S-257 Dairy Calendars, "A Long Life and a Healthy One" to a CREAMERY, to advertise "FOR HEALTH'S SAKE DRINK MORE MILK."

SERVICE IS NOT OUR MOTTO, IT'S OUR BUSINESS

Sold by Jack Saunders on "Forever Yours" to a Coal Dealer.

WE APPRECIATE YOUR BUSINESS AND WE SAY IT WITH FLOWERS
Sold by J. Shadle on "Forever Yours" to an Auto Service Station.

J. P. Wood of Kentucky sold a complete Safety campaign, "Be Sure You're Right" to a FURNITURE DEALER.

G. W. Hawkins sold "Spanky's Safety Patrol" to a SHERIFF—an old customer.

A. A. Bender sold FD Service to a FUNERAL DIRECTOR.

George B. Corrigan of Maryland sold a Safety First campaign, "Be Sure You're Right" to a BANK AND TRUST COMPANY.

A. McWilliams of Virginia sold "Off to the Meeting Point" in R-2 and R-8 to a CHEVROLET DEALER, a new customer.

Tom Orvis of Ohio sold "Forever Yours" and "My Blue Heaven" to a FLORIST.

H. N. Buckley made a \$234 sale of "The Cutty Sark" to a PUMP MANUFACTURER.

Cecil Nixon of Montana created a good new account with a \$103 sale of "Springtime in R-5 and R-15 to a MEMORIAL DEALER to advertise—"MARK THE SPOT WITH EVERLASTING BEAUTY."

Tom Perrott of New Jersey made a \$194 sale of "A Long Life and a Happy One" to a COAL DEALER.

E. A. Gilmore of Oklahoma sold Will Rogers Ger-Bars to a FURNITURE AND RUG DEALER, a new customer, for \$120.

King Gerlach of Florida makes a new customer with \$100 sale of "Etta Moten" to a FUNERAL HOME.

PURE MILK FOR HEALTH — PASTEURIZED FOR SAFETY
Sold by A. W. Thurn on "Bluebird Family" to a Dairy.

FRIEND MAC:

Well, I wish to thank you first of all for my new hat. Glad to take your money.

Second: I made a mark of a 10 per cent increase over 1940. Wound up with a perfect score on B.E.D.—113 orders against 86 in the same period last year—an increase of 27 orders in ten weeks. The best satisfaction I have is that I convinced myself it can be done—B.E.D. This does not mean I will not continue B.E.D.

Thanks for everything.

PERRY KEBOCH.

WITHDRAW—Funeral Directors' Card FD241.

ROLL YOUR OWN TEN-POINT PLAN

The success of the Ten-Point Plan in past years leads us to believe that it is well worth a revival. The idea was very simple and very easily followed, and yet it spelled the difference between mediocrity and success for many a salesman.

For the benefit of those salesmen who have entered the field within the past two or three years we outline the plan briefly as follows—

On a cross-ruled card we listed horizontally, ten items in the line and listed vertically the names of such towns, cities or communities in our respective territories as we might reasonably expect to place all these ten items.

In our original Ten-Point Plan, we named the ten items to be sold, but several members of the sales force preferred to make their own selections and did so.

Below we give you a selected list of ten items, but suggest that those of you who desire to pursue the plan, make up your own list, selecting ten items that you especially like to sell, or ten items upon which you have prepared a particularly successful presentation.

Here is our own selection. Make any changes in it that you care to, then list twenty or thirty places in your territory where you feel quite certain you can place the entire list of items.

MY OWN INDIVIDUAL TEN-POINT PLAN

I will endeavor to the best of my ability to place the following ten items in every good town in my territory. In large cities I will divide the town into zones and sell as many of the campaigns as possible in each zone during the year.

1. SAFETY FIRST CAMPAIGN
2. BLUEBIRD CAMPAIGN
3. WILL ROGERS CAMPAIGN
4. SPIRIT OF AMERICA CAMPAIGN
5. UTILITY CALENDAR (S-257 or other)
6. BABY RECORD OR BRIDE COOK BOOK
7. RELIGIOUS CALENDAR SALE
8. PARAGON OR PENCIL OR KNIFE SALE
9. FUNERAL DIRECTORS' SERVICE
10. DIRECT MAIL FOLDER, CARD OR BLOTTER

"WE HAVE ALL THE BUSINESS WE WANT!"

Funny how history repeats itself. Almost twenty-four years ago we wrote an article for The REVIEW under the above head. At that time the United States—already in actual war—was busily engaged building ships, and guns, and armament of one kind and another. Millions of young men were either in training for military service, or on their way to the Western Front. For the first time since the war between the states this country was on a war economy.

Some of our salesmen had run into the objection—"Why should we advertise? We have all the business we want!" And, as war was a new experience for practically all of the business executives of that day, some of them had decided to DISCONTINUE advertising until peace should return, and the world was back to normal.

In an endeavor to advance arguments as to why advertising should NOT be discontinued, we made an investigation and discovered that nearly all of the experienced business firms were INCREASING rather than curtailing their advertising efforts, and that in nearly all cases it was the inexperienced advertisers who were cutting down their appropriations.

The Eastman Kodak Company was then, as now, one of the really heavy advertisers and then, as now, it was filling many important government orders. Yet—in spite of the fact that it had all the business it could want or handle—it was continuing advertising on a normal schedule. The same was true of the Victor Talking Ma-

chine Company and other leading advertisers of that day. They were determined NOT to "coast." They were determined to continue advertising no matter how over-burdened production schedules were to the future, and they were certainly not letting the Kaiser's armies scare them in the slightest degree. They knew America's biggest days lay ahead and they were determined to maintain public acceptance for their products. In fact, to the credit of the really progressive American business houses that NOT ceased to advertise. And today every one of these firms is bigger than it was and every one of them is again pursuing the policy of CONTINUING ITS NORMAL ADVERTISING POLICY. In fact, these important firms are actually stepping up their appropriations for 1941.

But in 1917 and 1918—as today—were smaller firms who thought it was able to curtail or discontinue advertising. And, as surveys have proved, a large portion of those firms never regained the position they held prior to World War I. As we showed in a previous article, some of them were forced out of business a few years of the signing of the armistice. Why? Because, through their advertising, they had lost their hold on the buying public.

In our 1917 article we stated: "If you go straight through the advertising of the newspapers and magazines you will find that—almost without exception—the biggest advertisers are those

who do the biggest business, those firms which, judged by every standard, have ALL THE BUSINESS THEY WANT.

"Most of us also for some reason or other eat three meals a day whether we're hungry or not. We do it because we know that we MUST eat in order to live. But, according to our business friend's argument, we should eat all we want at one sitting and then QUIT eating altogether. A dandy plan, to be sure, but ask any doctor how it would work out in practice."

We continued: "Since the war began, and particularly since America's entry, many firms both in this country and Britain have found it impossible to supply the demand for their goods. Many have been a year behind in the filling of orders. But do you suppose they quit advertising for that reason? Not much. On the contrary the experienced, well-managed concerns have in most instances increased their appropriation—realizing that it is now more necessary than ever to conserve the good will of the public through the medium of the printed word. They have changed their copy—changed their appeal in some instances—but QUIT—not on your life!"

Oddly enough almost exactly the same situation exists today. The larger firms—the EXPERIENCED advertisers—are not only continuing but actually increasing their advertising, while many smaller firms are saying they "Have all the business they want" and are curtailing or discontinuing their advertising until they again NEED business.

We feel sorry for these firms. They are headed for the graveyard of forgotten businesses. They are preparing to lie beside the business fatalities of 1917 and 1918. And, if they don't think there are a lot of crosses in that business cemetery, they had better do some serious investigating before it is too late.

We concluded our 1917 article with this paragraph: "Our advice to the man who quits advertising because HE HAS ALL THE BUSINESS HE WANTS is to have a conservator appointed for his business while there is still something left to conserve. He is a victim of the false pride that goeth before a fall—of the false prosperity that wrecked Rome. He's doomed to fail because, as J. J. Geisinger has told us—

- "When someone stops advertising someone stops buying;
- "When someone stops buying someone stops selling;
- "When someone stops selling someone stops making;
- "When someone stops making someone stops earning;
- "When someone stops earning, everybody stops buying."

That was written in 1917. We think it is as timely now as it was then. The one sure way to bankrupt a business is for it to quit advertising; the one sure way to bankrupt America is for business as a whole to curtail or cease advertising. WE MUST NOT LET IT HAPPEN!

Jewett E. Ricker

DO WE TAKE TOO MUCH FOR GRANTED?

Every Gerlach-Barklow salesman is aware of the fact that ours is the finest, the most comprehensive and most interesting religious calendar line in the field. Those of us who take time to learn just why ours is superior, find it comparatively easy to pile up a large volume of sales on religious calendars. Those of us who take it for granted that the prospective customer will recognize their superiority, miss out on a lot of good sales.

Eugene Keltner of Illinois has a customer, a prominent mortician, to whom in the past three years he has sold religious calendars and funeral directors' supplies to the amount of \$6,325. Naturally, an account of this magnitude is a target for every competitor in the field, and just as naturally, they use PRICE as their ammunition. This customer, however, is a high class ethical funeral director who stands high in his community because he distributes his religious calendars through the pastors of the various churches.

Just as soon as Keltner learned that competition was hot after the order, he figured it was time to go into action; accordingly, he went into a huddle with E. J. Barklow and the result was that Mr. Barklow proceeded to present to the pastors of the several churches that distribute this customer's calendars, a few simple and direct reasons for the superiority of G.-B. Religious calendars.

We give you herewith a part of Mr. Barklow's letter to the clergy, also a copy of one of the replies received and which is typical of all replies. You will note that Mr. Barklow is content to tell the good points of our calendars, without in any way disparaging or even referring to other calendars. We can all take a lesson from his letter, remembering that while the desirable features of our Religious calendars are apparent to us, they may not be so obvious to the buyer.

Let's not take it for granted that the buyer will of his own accord recognize all the good points of our Religious calendars unless we personally call them to his attention in our sales presentation.

By-the-way, won't some of you successful Religious calendar salesmen send us a copy of your presentation so that we may pass it on to your fellow salesmen?

HERE'S PART OF MR. BARKLOW'S LETTER

REVEREND SIR:

I understand your church, through the courtesy of the W——— Mortuary, has distributed Religious Calendars published by our company. I trust you and your congregation are so well pleased with them that you will want to repeat with Gerlach-Barklow Religious Calendars for 1942.

Perhaps you will be interested to learn something of our problem in the preparation of these calendars.

When I undertook the supervision of this branch of our business several years ago, I found the pictures were reproduced from prints of old religious pictures which

had been used over and over again, and the Bible texts were apparently selected more or less at random. It seemed to me that a definite plan in the selection of the texts and pictures would make the calendar more interesting and, therefore, more valuable. This led to the adoption of a definite subject for each month of the year. Each calendar page carries the caption "WHAT THE BIBLE SAYS ABOUT" (a definite subject) and this subject is divided into "THEMES FOR THE WEEK."

Since there are a good many people who are diligent Bible readers, we have added the feature showing "HOW TO READ THE BIBLE THROUGH IN A YEAR" the references for such reading appearing in red under each date.

The pictures appearing in our 1942 calendars are after originals by the famous French artist, Tissot, who, to insure accuracy of detail, spent years in Palestine. It was from his collection of some 700 paintings illustrating both Old and New Testament scenes and events, that the pictures on our 1942 calendars have been selected.

The story of each picture, quoted from the Bible, appears on the back of the frontispiece. The picture adorning the cover, portraying the Ascension, is after an original painting by Hoffmann.

While much of this information appears on the back of the cover sheet, as you will see by the sample of our 1942 calendar, perhaps an explanation of the desirable features of the calendar would help your people to a better understanding of its merits.

I trust you will accept this letter in the spirit of cooperation intended.

HERE IS A TYPICAL REPLY FROM CLERGY

DEAR MR. BARKLOW:

I want to thank you for your letter describing the calendar and the history of some of the pictures. The people of our Church are very fond of them, and practically all have one of the calendars hanging in their homes.

The distribution of the calendars has been a courtesy of Mr. W——— which we have greatly appreciated.

Let me assure you of their helpfulness and congratulate you on the artistic nature of the reproductions and the many helpful Bible verses.

Every cordially yours,

Pastor Westminster Presbyterian Church.

NEGRO HISTORICAL CALENDAR

The manufacturers of the 12-sheet calendars whose samples you carry have announced a new feature, a Negro Historical Calendar, about the same size as No. 23-E, and only slightly higher in price. All the historical data is in regard to members of the Negro race, or events in their history. In addition there are the usual birthdays of prominent people, white or colored, particularly the birthdays of the Presidents.

We are not attempting to send samples to all salesmen because many of you do not have an outlet for a calendar of this character. Those of you who do have substantial Negro customers and prospects may find this a means of securing additional business. If you will send in your requisition for sample and price list for this new calendar we will be glad to have a sample sent to you.

ONE HUNDRED DEAD FIFTEEN HUNDRED CRITICALLY INJURED AS WAVE OF ACCIDENTS SWEEPS NATION

Suppose you were to read the above headlines this morning when you unfolded your morning paper—

And suppose the same headlines screamed at you tomorrow morning and the morning after that—

And suppose every morning for a week—and then for a month—and then suppose it kept up for a whole year—365 days—don't you suppose our law-makers would be asked to do something about it? And don't you suppose that you and we as good public-spirited citizens would feel that it was up to us to do something to check this terrific slaughter?

And yet that is what happens every day in the year right here in these United States of America. Why nothing is done about it is hard to say. Police and traffic authorities are at a loss to account for the fact that despite their earnest and sincere effort, automobile deaths and injuries are increasing a little each year. About fifty percent of the members of the Gerlach-Barklow sales force have responded to the call and are doing their part to make the streets and highways safe for children, but we must all strive with greater effort to reduce the frightful toll of automobile accidents.

For the public-spirited business man who wants to do his bit for humanity, you have "Be Sure You're Right Then Go Ahead," "Spanky's Safety Patrol" and "Spanky's Safety School"—all three of these are complete campaigns.

In Fans you have "The Right O' Way" with Safety First copy and you may also have Safety First copy printed on those low-priced Fan Specials if you'll ask for it and tell us what copy you want us to use.

In Ger-Bars you have "Hold Everything" and may have Safety First copy if you'll ask for it.

Gerlach-Barklow are pioneers in Safety First education and we consider it a privilege to do our part in this great work. HOW ABOUT YOU?

BUSINESS

GOES WHERE IT IS INVITED AND STAYS WHERE IT IS APPRECIATED

On this page are the facts about 24 orders from new and old customers who use direct-mail to invite business from prospects and to express appreciation to customers.

NEW CUSTOMERS—Asbestos manufacturer ordering "Playmates" blotters from Thomas S. Gosten . . . Lumber dealer, ordering "Bildcost Blueprints" from John P. Kelly . . . Cleaner, ordering Bluebird post cards from Newton Beatty . . . Casket company, ordering "Kiddies, Inc." blotters from Lynn Walker . . . Florist, ordering "Poems Without Words" blotters and post cards from Tom Perrott . . . Blotter buyers, ordering from Isidor Siegel, Bill Herrmann and Valentine Mentz . . . Florist, ordering Easter and Mother's Day blotters from Fred Shallish.

NEW CUSTOMER—An oil and gas company, sold by J. Shadle, using \$120 worth of "Kiddie Ambitions" post cards.

NEW CUSTOMER—Electroplating equipment company, ordering "Spirit of Youth" blotters from F. L. Zimmerman for \$251.

NEW CUSTOMER—A florist, buying "Friendly Flowers" blotters from W. J. Eggleston for \$82.80.

OLD CUSTOMERS—Ambulance service, ordering Golden Rule blotters from J. P. Robinson . . . Funeral home, ordering "Our America" blotters from L. T. Byrne . . . Florist, ordering Easter blotters from Leon G. Terry . . . Insurance association, ordering "Our America" blotters from Leonard Smith . . . another identical order from Mr. Smith . . . Dyeing company, ordering \$100 worth of "Kiddie Ambitions" post cards from E. B. Sierer . . . Ambulance service, ordering \$85 worth of blotters from Valentine Mentz.

OLD CUSTOMER—Ice cream company, sold a renewal order by H. W. Timothy. Series, "Kiddies, Inc.," amount, \$178.

OLD CUSTOMER—Manufacturing company, sold by L. B. Nobles. Using News Quiz with "Dogs by Dennis" for \$176.

NEW CUSTOMER—Chemical company, sold by Mr. Nobles, using News Quiz with "Kiddie Ambitions" for \$108.

OLD CUSTOMER—Water softener distributors, sold by D. G. Waite, using SQA-3 "Playmates," amount, \$94.92.

OLD CUSTOMER—Placement bureau, sold by T. S. Gosten. Using "Sailing Ships" in SQA-3. Amount, \$125.

THESE ORDERS ADD UP TO 61,400 INVITATIONS
TO BE MAILED OUT BY BUSINESS MEN — AND A
LOT OF THEM WILL WIN BETTER BUSINESS!

A RECIPE FOR POISE

"Be not anxious." Matthew 6:34.

Two Negro maids, on their afternoon off, were loitering along the street having a glorious time inspecting the wares displayed in the store windows and exchanging gossip concerning the homes in which they were employed.

One of the women, with a beaming face and exuberant spirits, seemed abrim with merriment. Life, to her, was a thrilling adventure with laughter and song at every turn.

"Virginia," said the other girl, "how come you're always so happy? Nothin' ever seems to worry you. You never carry no worry over from yestiddy."

"Dat's easy," said the happy one, "you see, when I sits, I sits loose, and when I worries, I sleeps."

Now it is quite possible that a professional psychologist would find more scientific terms with which to describe the process but certainly no one could have given a better description of the way in which one can live a life of serenity and peace! Physical and spiritual relaxation are the beginning of peace and power.

The first lesson the singing teacher tries to instill in the mind of his pupil is the importance of the relaxed throat. The golfer insists that relaxation is an important element in the game. The salesmanager is quick to detect the loss of energy that comes when his star salesman is worrying.

Jesus was quite in line with the technique of modern psychology when he said, "Take no thought for the morrow," which is just another way of saying "Do not worry."

All the worrying that all the people in the world have done since consciousness first dawned on the mind of man has not helped solve one problem. No man has ever preached a better sermon, written a better book, laid a better highway or made a better husband because he worried. On the other hand, no man who worried has ever been half as efficient as the man with the clear head and the serene spirit.

The beginning of efficiency is in a well-functioning body. The height of efficiency is reached in a calm and confident spirit. In spite of the humorous way in which the Negro maid expressed a very profound truth.

If you want to be at your best, sit loose, and when you begin worrying, go to sleep!

Thanks to Cliff Higgins.

***"It Is Better to Know Us and Not Need Us
Than to Need Us and Not Know Us"***

That copy is making fan sales for a number of Gerlach-Barklow salesmen who are making use of the Church Distribution plan for selling fans.

Another piece of copy that is still bringing in a lot of fan orders for Church Distribution is the Van Ambergh copy, with which you are all familiar, but just to refresh your memory—

NOT ALL THE GOOD FOLKS GO TO CHURCH, NEITHER DO ALL
THE BAD ONES STAY AWAY, BUT SOMEHOW I'VE ALWAYS
HAD A LEANIN' TOWARD FOLKS WHO GO TO CHURCH.

For the Laundryowner who sponsors the Church fan distribution, the old reliable line still holds good—

LET OUR PHONE LINE BE YOUR CLOTHES LINE.

Guy Dean's much-used line for general commercial business is still bringing in plenty of fan orders—here 'tis—

KEEP COOL AND KEEP COMING.

By-the-way, if you're going to make use of the Church Fan Plan this year, better step on the gas and let us know how many letters you require. Today is the first day of Spring and Summer isn't far behind.

"SPEND YOUR WASH-DAYS KEEPING YOUNG"

That's the copy which A. V. Clapp of New Jersey employed to help him secure a nice blotter order from a laundry.

The series sold was "Kiddie Champions" and the order calls for Picture Paragraphs.

Incidentally, Mr. Clapp wins a new customer for himself and The Gerlach-Barklow Company.

By-the-way, we saw another nice laundry order going through yesterday. The subject was a pretty girl and the copy was as follows—

TO THE WOMEN OF OUR COMMUNITY

Our service is dedicated in the hope that through it they
may find more time for the better things of life.

The above copy has been used with variations for several years and has gained scores of new calendar buyers for G-B salesmen.

As an illustration of how good a prospect the Laundryowner is, the Christian Science Monitor states that they number more than twelve hundred laundries, cleaners and dyers among their advertising clients.

We feel certain that every member of the sales force can win at least one laundry customer in every town in his territory if we'll just set our mind on rendering a real service to this highly specialized and highly intelligent industry.

LAST EDITION ROLLS SPELL OPPORTUNITY

On Saint Patrick's day we released a fine lot of last edition hangers and as we go to press, the orders are beginning to come in. Gerlach-Barklow salesmen are never slow to grasp their opportunities, but this time they seem to be more than ordinarily alert and already many of these fine last edition offerings are being used to bring home some good late orders from procrastinating buyers.

Never before have we offered so many really fine indoor billboards as now. Especially timely in today's era of home building will be found such fine subjects as Dixon's "HOME OF HEART'S CONTENT" and "HOME IS WHERE THE HEART IS"—also Pothast's "CHILDREN'S HOUR" and Sherrin's "A GARDEN IS A LOVESOME THING" all in R2.

These show nice quantities and should bring home some new accounts among bankers, real estate agents, builders, Federal loan and finance concerns.

In R-4 and R-5 there are four Bluebird subjects all of which show good quantities. These are fine for practically any line of business. Also in R-4 and R-5, there are thousands of fine ideal girl subjects that are real bargains at the special discount prices.

And here's one that shows almost 2000 indoor billboards, but which won't last long. We refer to that popular subject "LE' ME IN!"

20% DISCOUNT PERIOD WILL END SEPTEMBER FIRST

Right now there are many fine offerings in these last edition hangers. There are three fine big Safety First billboards—"RIGHT O' WAY," "SAFETY PATROL" and "TRAFFIC COURT" that can be used in connection with the Industrial Distribution plan.

Remember, this special 20% discount will be automatically withdrawn on September first, after which date the discount will be only 10%.

Don't use these last edition rolls with known buyers of exclusive designs nor to capture accounts from competitors who are selling fine calendars on a basis of quality, but where exclusiveness is not important or where a buyer is buying on price, these special last edition offerings will prove to be business getters if wisely used.

We Ourselves the Better Serve By Serving Others Best

FOR BETTER SERVICE TO CUSTOMERS — SELL COMPLETE CAMPAIGNS EMPLOYING THE SAME PICTURE, SO THAT IT BECOMES IDENTIFIED AS THE ADVERTISER'S INSIGNIA OR TRADE MARK FOR THE YEAR.

Every salesman who has ever attended a Gerlach-Barklow sales convention knows that he can best serve his customers by selling a complete campaign.

But there are quite a number of salesmen on the force who have not had an opportunity to learn the advantages of the complete campaign, and this letter is for them especially.

"But," says Junior, "Just what do you mean by the term, 'Complete Campaign' as it applies to the calendar business?"

The answer is this—

A CALENDAR THAT WILL HANG IN THE HOME. The purpose of this is to reach the world's biggest purchasing agent—the housewife, for it is she who either directly or indirectly influences the spending or investing of eighty per cent of the family income.

A CALENDAR THAT WILL HANG IN SHOPS AND OFFICES. In such places the calendar advertises its sponsor's business or profession, not only to the people who work there, but to everyone who enters there.

A CALENDAR THAT WILL HANG IN PUBLIC PLACES. The big Indoor Billboard Calendar, hanging in Industrial Plants, Schools, Public Offices, Transportation Depots, Hotels and other public places, tells WHO the advertiser is, WHAT he sells and WHERE he is located—also his phone number.

The small de luxe or art mount calendar in the home is fine, but it should be supplemented by the Utility Calendar, hanging in the kitchen—the work-shop of the housewife.

For shops and offices, sell the roll calendar in small and medium sizes and as already suggested, the big indoor billboard for public places.

The advertiser who buys and wisely distributes the complete campaign, gets a complete coverage and more for his advertising dollar than is possible with any other form of advertising.

On every call, be sure to **SHOW AND SELL** the complete campaign and you build substantial accounts that renew and increase every year.

HERE'S A TIMELY SALES HELP FOR YOU!



We have printed a quantity of leaflets like the one in the pocket on the back cover.

The message is timely, and it is especially helpful to you, because it points out HOW your work of building Good Will aids National Defense.

If you want to put this message into the hands of customers and prospects, use the coupon below to order a supply.

You'll find that leaflets like this are useful in closing orders you can't sign on the first call. If you leave a quotation with the buyer, write the figures on the back of the leaflet—so that he'll read your patriotic message again when he refers to the price.

Good Will IS National Defense—let's go!

SALES PROMOTION DEPARTMENT:

Please send me ☐ 10 ☐ 15 ☐ 25 copies of the leaflet entitled "Good Will IS National Defense." I'll use them as reminders to leave with customers and prospects when I call on them.

Send to—

Name

Address

(The supply of leaflets is limited, so don't wait too long!)

GOOD WILL IS NATIONAL DEFENSE



Read the message on the leaflet in the pocket!

You'll be proud of the work you are doing to build good will . . . to build business . . . to build morale for National Defense . . .

And you'll see how this sensible, friendly message of service will make advertisers eager to order from you.

Do you want some of these circulars for your own use? See offer on opposite page?

Count that day lost

Whose low descending sun

Sees prices shot to glory

And business done for fun.